

**Approved**  
**ENHANCED MUNICIPAL SERVICES DISTRICT COMMISSION**  
**CITY OF SCOTTSDALE**  
**COMMUNITY DESIGN STUDIO**  
**7506 EAST INDIAN SCHOOL ROAD**  
**SCOTTSDALE, ARIZONA**  
**MAY 9, 2005**  
**SUMMARIZED MINUTES**

**PRESENT:** William Gookin, Jr., Chair  
Paul Piazza, Vice Chair  
Anselm Bischoff  
Marilynn Atkinson  
Steven Scholz

**ABSENT:** Sally Shaffer  
Bambi Johnson

**STAFF:** Michelle Korf

**OTHERS:** Patty Badenoch  
Lois Fitch  
Monroe Warren  
Gary Sprague  
Judy Pinch

**CALL TO ORDER**

Chairman Gookin called the special meeting of the Scottsdale Enhanced Municipal Services District Commission to order at 5:35 p.m.

**REQUEST FOR CONTINGENCY FUNDS**

This agenda item is a request for contingency funds in the amount of \$2,700. Commissioner Atkinson stated this was a discussion item that came out of the Working Group to continue funding for the Phoenix Area Map and to include the ad in the July through December version. A copy was presented to the Commissioners. The Marketing Working Group expressed interest in purchasing that ad for the next six months.

Discussion ensued regarding the importance of the ad and quantities to be ordered.

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**COMMISSIONER PIAZZA MOVED TO CONTINUE FORWARD WITH THE PROPOSED ADVERTISEMENT. THE MOTION WAS SECONDED BY COMMISSIONER SCHOLZ. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF FIVE (5) TO ZERO (0).**

#### **OLSON CONTRACT**

Chairman Gookin addressed the issue of Olson Communication's request to be relieved from their contract. The Chairman feels it's appropriate for the Commission to make a recommendation on this.

**COMMISSIONER PIAZZA MOVED TO ACCEPT THE TERMINATION OF THE CONTRACT. THE MOTION WAS SECONDED BY COMMISSIONER BISCHOFF. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF FIVE (5) TO ZERO (0).**

#### **EMSD FUNDS MANAGEMENT**

Ms. Korf recalled that the Commission had previously expressed the desire to explore options for managing the EMSD during the 2006 fiscal year and wished to discuss how the funds would be managed next year. The Commission felt that this agenda item needed to be discussed before allocations could be made for the 2006 marketing budget.

Monroe Warren, Purchasing Director, was in attendance at the meeting to answer any questions.

Commissioner Gookin presented a brief background of how this has been handled in the past.

A lengthy discussion ensued regarding the formal and informal procurement codes and whether Olson will continue to manage through June 30th when their contract terminates.

The Commission further discussed options for the coming fiscal year with regards to the selection of a new marketing PR firm and/or alternatives for distribution of the funding and continuation of marketing for downtown and the five separate districts. Expenditure of marketing funds was also discussed.

Judy Pinch addressed the Commission and requested clarification regarding contract issues as they relate to the administration of area grant monies.

Councilman Ecton addressed the Commission. He cautioned the Commission to carefully examine the administrative options being discussed; recalling that the Commission was formed because people were unhappy with the prior methods.

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Additional comment included a reminder that the Commission's job is to please all of the districts.

This item will be added to the May 18th agenda.

#### **BUDGET AND MARKETING PLAN**

Commissioner Atkinson discussed the preparation of the proposed budget. The Committee received a draft of the marketing plan and discussed the proposed budget for next year.

Chairman Gookin informed the Commission that it may be called upon to explain the additional \$130,000 request at the next Council meeting on May 17th. Discussion ensued as to how to address this issue at the Council meeting.

**COMMISSIONER PIAZZA MOVED TO TAKE THE \$130,000 BUDGET REQUEST THAT THE COMMISSION MADE AND ADD IT TO AREA GRANTS FOR A TOTAL OF \$330,000 AND TO ACCEPT THE REMAINDER OF BUDGET ALLOCATION AS PROPOSED IN THE DRAFT APRIL 27TH, BY THE WORKING GROUP. THE MOTION WAS SECONDED BY COMMISSIONER SCHOLZ, WHICH CARRIED UNANIMOUSLY BY A VOTE OF FIVE (5) TO ZERO (0).**

Patty Badnok, representing Lois Fish on behalf of Kristin Classic Carriages, presented a proposal for horse drawn trolley budget for January through March of 2006.

This item was added to the Marketing Committee, May 12th agenda.

The Commission members reviewed and discussed the 2005 & 2006 Marketing Plan.

**COMMISSIONER PIAZZA MOVED TO ACCEPT THE PROPOSED DOWNTOWN 2005/2006 MARKETING PLAN AS SUBMITTED BY COMMISSIONER ATKINSON. THE MOTION WAS SECONDED BY COMMISSIONER ATKINSON, WHICH CARRIED UNANIMOUSLY BY A VOTE OF FIVE (5) TO ZERO (0).**

Ms. Korf stated that she will be updating the budget allocation which will be attached to the Marketing Plan and be presented to City Council prior to their May 17th meeting.

A brief discussion ensued regarding the landowners who don't want to be included and feel they shouldn't be taxed for the expenditure of the general marketing of downtown. Ms. Korf offered to place this item on the next meeting agenda.

Thanks were given to Commissioner Atkinson for preparing the Marketing Plan.

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**ADJOURNMENT**

With no further business to discuss, the special meeting of the EMSD Commission was adjourned at 7:43 p.m.

Respectfully submitted,  
A-V Tronics, Inc.